

Local News

Long Island is one of those markets where local news tends to take high profile precedence. Whether it's reporting a traffic back up on the Long Island Expressway or reporting results of a local election, WBAB is in tune with our listeners need when it counts. This initiative is based up research and feedback obtained from both from Cox Radio corporate, and conducting surveys at a targeted level: through station based focus groups and other methods.

Our Morning show from 5:30a-10:00am is the station leader in this sort of coverage..letting Long Islander's what they need to know on a local level as their day starts to take shape. Christina Lange, WBAB's main traffic and information reporter scans local press publications, and website to put together comprehensive locally-focused reports which run several times an hour during the morning broadcasts highlighting issues of local relevance and importance. Hosts Roger Luce and John Parise take things a step further by sometimes making local news the main topic of conversation during the broadcast. A great example would be our "Children Of Diane Malone" fundraiser based on an incident where a local woman was brutally murdered leaving several children behind. The story not only made headlines here, but around the country as well. The result was locally awareness for an important issue, and a significant amount of capital was raised to help benefit the children in the hard years to come.

Throughout the rest of the broadcast day WBAB's air-staff is constantly in-tune with other media...television, print, and internet to deliver real-time information as it happens.

Taking things a step further, our station website at www.wbab.com enhances local news and information by providing up to the minute coverage on events that may have an immediate impact on our listeners. An example would be our STORM CENTER coverage where WBAB is updates in real time..important information relating to storm-related traffic information, school and business closings/delays and important weather statement from sources as local and national weather broadcasts including NOAA feeds.

Local Public Affairs

Staying in touch with our local community issues and needs is of paramount importance to WBAB. "Plugged In To Long Island", our primary public affairs programming block runs on Sunday mornings. The program highlights fresh material every week and is custom designed to talk about a range of issues affecting the Long Island Community. Plugged In To Long Island is a one-half hour, station produced interview program focusing on Long Island area issues. It is heard Sunday mornings at 6.00AM and 6:30AM. Plugged In To Long Island is produced by WBAB community affairs staff. East End Report is a monthly half-hour segment of Plugged In To Long Island dedicated to our East End listeners. It includes updates on ascertained issues such as the environment and land preservation of the East End. The show can be heard as part of Plugged In To Long Island. Among recent topics covered are the Pine Barrens on Long Island, The Salvation Army, domestic violence, The American Heart Association and various cultural, environmental and health topics specific to Long Island. We ascertain the needs of the community for WBAB 102.3 FM by keeping focused on Long Island, specifically West Babylon, through our programming, promotions and public affairs staff. We speak with community and government leaders, civic groups, non-profit organizations and our listeners to determine what issues are of concern to the public.

Creating Or Selecting Programming

When it comes to the actual content heard on WBAB, our programming staff as always, listens to the feedback of our listeners to help mold the sound and relevance of the station's on-air content.

Our recent initiative to the "customer service" aspect of doing business with our listeners is key to helping develop a better radio station for all involved. For example, request lines must be answered within 60 seconds of call-in. Not answering phones in any business creates an atmosphere of mistrust and frustration for the caller, and that person may not choose to call again or even listen to WBAB after that. During the day our on-air staff stays in touch with the needs of listeners not only via telephone, but also through current forms of "instant feedback" media such as instant messenger and on-line request forms for music and any other subject a listener may want to hit up. Every request and concern is answered in a timely manner on listener at a time.

Our "open door policy" is just that with regards to programming. The station program director is in constant touch with the WBAB listener to hear what he/she has to say in matters concerning on-air content. Again it goes back to super-serving the customer so their voice can be heard. The policy reflects in our music programming department where the station music director works hand in hand with the programming director in resolving listener issues. The music programming department is also in touch with various record labels which also have a pulse on listener trends and music-buying habits. If it's something that relevant and important to the WBAB listener such as an established act or breaking artist, the programming department ensures that all efforts will be made to get on-air exposure for artists that our listener wants to hear.

Taking things further, WBAB gets its listener feedback from a variety of sources. Cox Radio spares no expense in conducting research both on the qualitative and quantitative level to ensure we are putting on the right content for our listener. Surveys and questionnaires are distributed several times a year throughout the Long Island LMA. The information and feedback received is then broken down and analyzed in a series of strategic meetings with programming and corporate personnel where necessary changes are conceived and then implemented.

Auditorium testing is a major part of molding WBAB's sound. Conducted twice a year and based off of strategic information and feedback, song hooks are played for several hundred of listeners within WBAB's demographic. Listeners rate the songs based on different levels of song recognition, energy, likeability and burn. The information is then compiled and broken down. What follows is a direct impact on WBAB's music programming. Songs can be added to the playlist or re-rotated based on what our listeners tell us. Again it's all about staying in touch with the listener, in the demo and knowing what they want to hear.

Other methods also include our monthly series of WBAB Extended Family/Listen Advisory Board meetings where we gather small focus groups of listeners at the WBAB studios. For 2 hours they answer questions, listen to music and talk about the station..telling us their likes/dislikes and other concerns they may have. Follow-up is done through a series of phone calls and e-mails.

WBAB also takes advantage of the power of the internet through a monthly series of Internet Call Out research where listeners are asked to listen to a number of

songs on-line via www.wbab.com. A survey is then sent out, the results are then looked and necessary changes implemented.

Emergency Programming

WBAB's programming in this area is based off of real-time events as they happen. Depending on the nature/impact of that particular story/event, WBAB. We are not a news station. But in these times, the needs of our listener have changed. If it's a major story having an impact on the community WBAB makes all efforts to get to the listener all they need to know in a concise manner.

For example, the recent raising of the National Terror Alert Status over the summer was of major importance to our listeners. Several major targets in the New York City, New Jersey area were mentioned specifically in the government intel. A large percentage of the Long Island Community commutes daily into Manhattan and other parts of the Tri-State area. Immediately our programming department made the decision to get this information out to our listener in an informational style so that the listener could make his/her own decisions on how to handle the situation. Again it becomes a matter of super serving the listeners needs.

WBAB also participates in the AMBER alert network, delivering pertinent information with regards to child abductions in the area. Several months ago an AMBER ALERT was issued for an abduction in a local Long Island Town. The information was relayed immediately to WBAB and other local radio and broadcast outlets in the area. The on-air talent on duty read all the information including the description of the suspect and vehicle, several times during the first hour which is the most crucial time in getting to the suspect. The result was the child abductor caught and the young boy returned safely to his family. WBAB along with other broadcast outlets, knows the importance of being on the same page with this type of situation and makes every effort possible to aiding local law enforcement in getting the word out.

Civic, Cultural and Other Community-Responsive Programming

The WBAB Community Calendar is a listing of Public Service Announcements and community events throughout Long Island, including local Long Island non-profit organizations and fundraisers. The WBAB Community Calendar runs once per daypart daily, (seven times a day), seven days a week. Events are also listed on www.wbab.com.

Music

At the local - level WBAB is active in targeting the local Long Island artist. WBAB's "HOMEGROWN" program airs Monday Thru Friday at 11:45 pm and spotlights local talent looking to get a break in the highly competitive world of the music business.

Bands and musicians are asked to send material directly to the station for consideration. HOMEGROWN is a staple on WBAB and has been part of programming here for close to 20 years. It is currently advertised on the radio station website at www.wbab.com where listeners can sample full length audio clips of HOMEGROWN artists. HOMEGROWN also generates its awareness through on-air written

promos, and via a series of HOMEGROWN concert series at local nightclubs and concert venues.

HOMEGROWN's producer/host and WBAB afternoon talent Keith Nutting (AKA "Fingers") is a fixture on the local music scene since HOMEGROWN'S inception. Fingers is constantly in tune with the pulse of the Long Island Music scene and offers local musicians a unique opportunity to get their material heard by the masses.

Artists who have been featured on WBAB's HOMEGROWN have included Zebra, Blue Oyster Cult, Twisted Sister, Nine Days and Diffuser..all who have gone on to sign with major record labels gaining national recognition through airplay and chart-topping hits.

Station Participation In Community Activities

For WBAB its all about serving the listener and the community they call home: Long Island. Our initiatives in working with local and national charities and civic groups help to further WBAB's community presence while strengthening and cultivating established relationships within our listening area.

We work closely with organizations like The Leukemia & Lymphoma Society, The American Heart Association, The Cystic Fibrosis Foundation and the United Way in their efforts to raise money and awareness for their specific causes including walk-a-thons and various fundraisers.

WBAB also takes the time to recognize and highlight issues that concern the Long Island Community directly. Recently WBAB has become involved with Lance Corporal Ian Lennon of Massapequa. A soldier serving our country, Lennon was injured through a vehicle explosion which left him with burns on over 45 percent of his body. Returning home, the medical and therapy bills began to pile up as Lennon started his long road to recovery. WBAB picked up on this story and immediately went into action establishing the IAN LENNON FUND. For a full day WBAB devoted ALL IT'S PROGRAMMING to getting the word out about Ian Lennon's plight. Listeners were asked to donate whatever they could to helping out Lennon and his family...and the donations didn't stop there. Contributions continued to roll in for months through on site donations, and via www.wbab.com, and in the end over 125,000.00 was raised for the IAN LENNON Fund.

Another story which gained national attention was the tragic story of Diane Malone. Malone, a resident of Long Beach was brutally murdered while in her home with three children present. The incident left a scar on the community and left 3 children without parents and an uncertain future. Again, WBAB programming/community affairs departments went into action establishing THE DIANE MALLONE FUND and generated major awareness through a series of on-air reads, an entire day devoted to the cause, and front-page exposure on www.wbab.com . To no-one's surprise, the Long Island Community came through again, raising close to 60, 000.00 for three children who have a difficult road ahead of them in life.

For some time WBAB has also been attached to the John Theissen's Children's Foundation, an organization which aids sick and underprivileged children here on Long Island. Theissen, a local resident was once sick as a child during the holiday season, and was lucky to have survived his illness. To Theissen, there is nothing worse than a child having to be sick during the holidays..isolated from the traditional and comforting surroundings of home, friends and family.

John Theissen's Children's foundation tries to help as many children as possible through a major initiative known as the John Theissen Toy Drive. For roughly a month Theissen along with WBAB asks it's listeners to donate any new and unwrapped toy at local J&B restaurants, WBAB events, at the WBAB studios, and even at John Theissen's home in Wantagh. The results are never disappointing as literally thousands of toys start to pile up at locations all over Long Island. The toys are then distributed to local shelters and hospitals, in the Long Island area. The John Theissen Foundation and WBAB believe no child should be forgotten around this time of year..and this initiative, we hope, makes a major difference in a child's outlook ..giving them something to be happy about in an otherwise difficult time.

Suzanne Riccio
Public Affairs Director
WBAB/WBLI
Ph: 631-587-1023 ext. 308
Fax: 631-587-1282
suzanne.riccio@cox.com